

**Drug Fair Authorization Form For**  
**RJR Sales Reps And Store**  
**Managers To Follow**

**Guidelines For RJR Sales Representatives To Follow**

- ① Use Sign-in book.
- ② Rotate product (set aside outdated product for return to supplier).
- ③ Place coupons on In-store product.
- ④ Change ad copy on all RJR merchandisers.
- ⑤ Use hand held computer to report call procedures.
- ⑥ Service displays (fill all displays with RJR monthly work plan product approved by RJR).

**Guidelines For Drug Fair Store Managers To Follow**

- ① Assist RJR sales reps in maintaining sufficient amounts of product in all RJR displays throughout the month.
- ② Maintain RJR displays in a self service location or the most visible non self service location at the cigarette counter.
- ③ Maintain an adequate supply of RJR brands on display at all times.
- ④ Maintain displays in an unobstructed view to consumers.

**Approved RJR Displays For Drug Fair**

- ① Overhead Package Fixture.
- ② Doral/Monarch Savings Pack Display.
- ③ Overhead Promotional Basket Display (which hangs from the overhead).
- ④ Doral/Monarch Carton Display.

51850 2125